FIG. 1

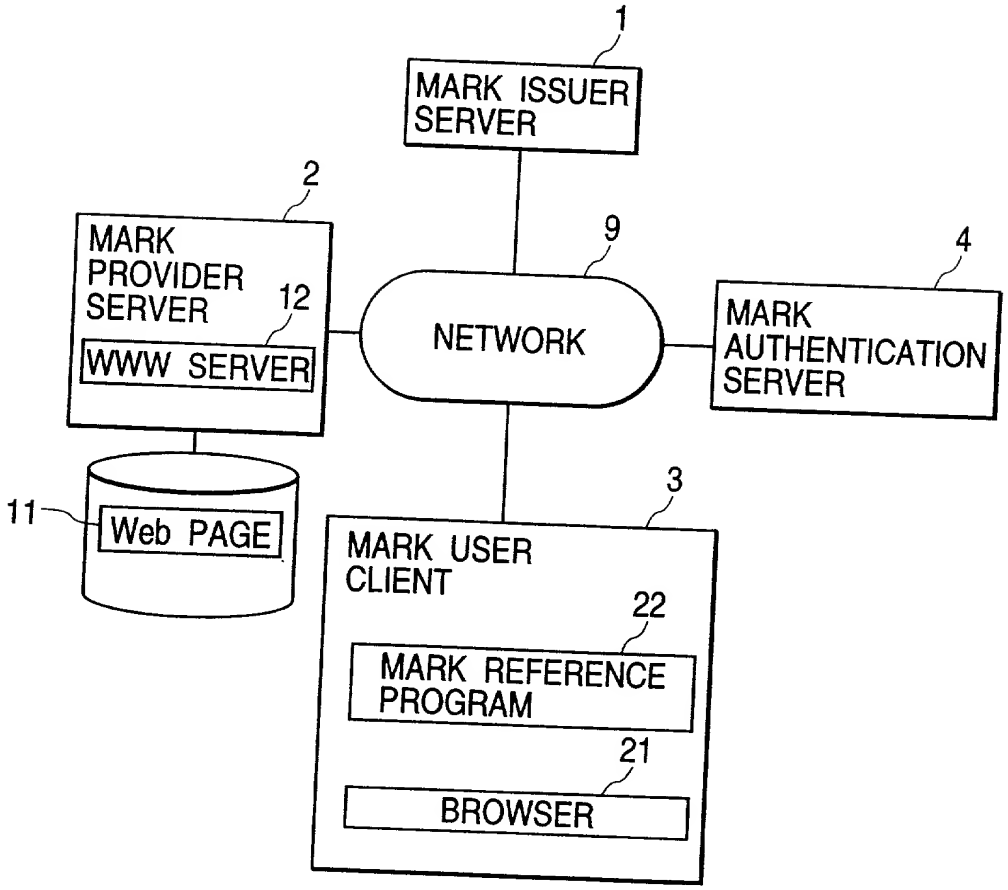
1
MARK ISSUER SERVER
2
MARK PROVIDER SERVER
12
WWW SERVER
9
NETWORK
4
MARK AUTHENTICATION SERVER
11
Web PAGE
3
MARK USER CLIENT
22
MARK REFERENCE PROGRAM
21
BROWSER

FIG. 2

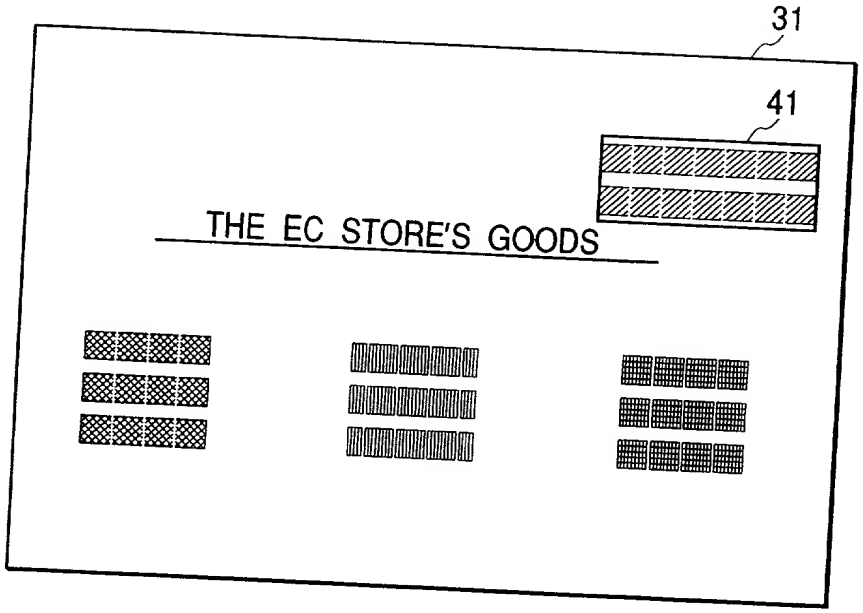
31
41
THE EC STORE'S GOODS

FIG. 3

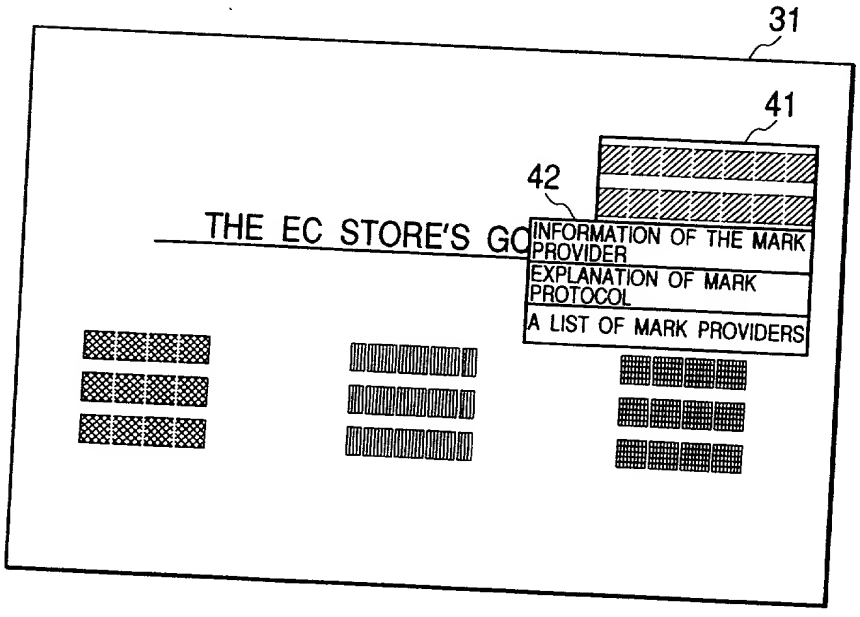
31
41
42
THE EC STORE'S GO
INFORMATION OF THE MARK PROVIDER
EXPLANATION OF MARK PROTOCOL
A LIST OF MARK PROVIDERS

FIG. 4

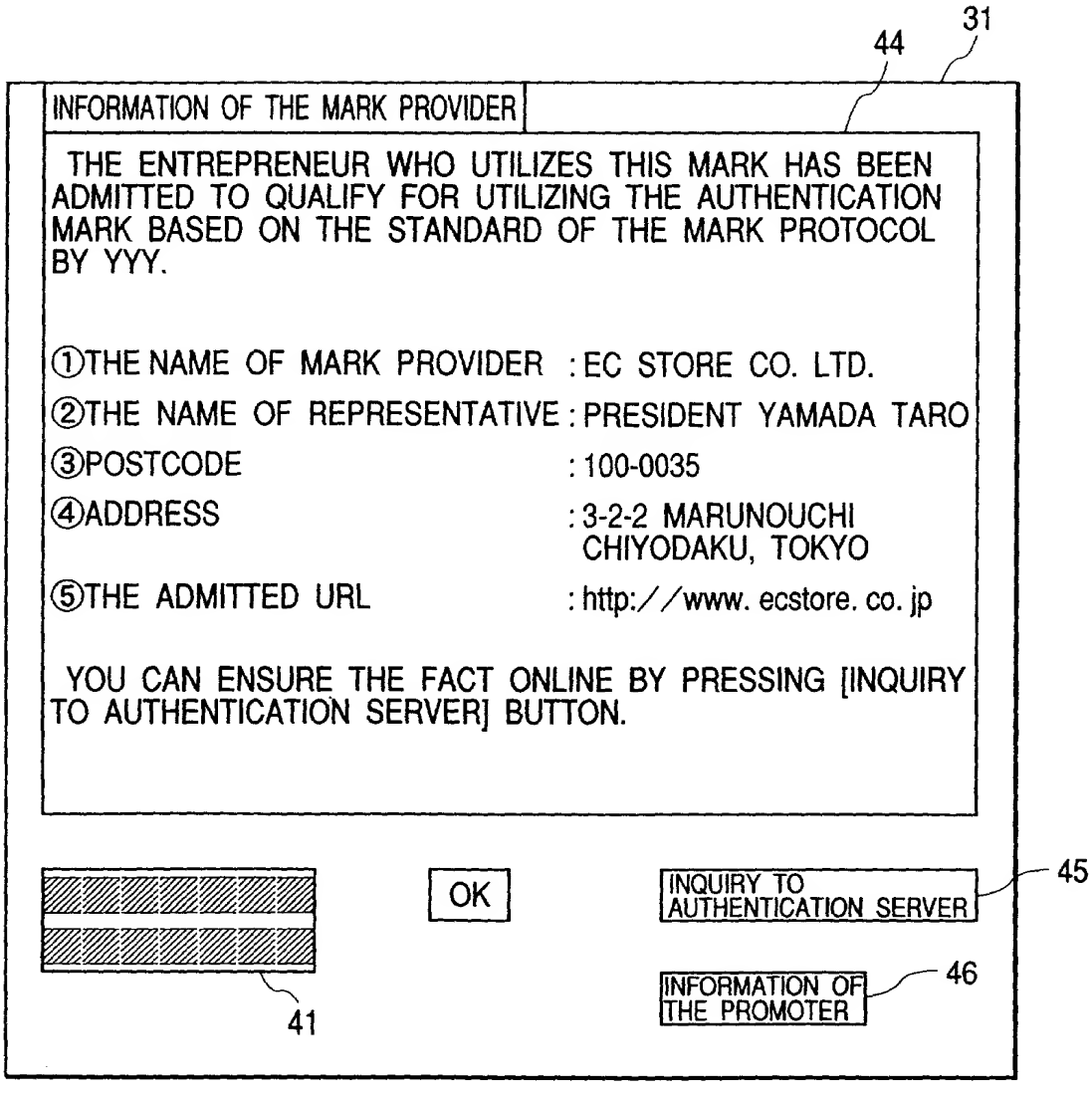
31
44
INFORMATION OF THE MARK PROVIDER
THE ENTREPRENEUR WHO UTILIZES THIS MARK HAS BEEN ADMITTED TO QUALIFY FOR UTILIZING THE AUTHENTICATION MARK BASED ON THE STANDARD OF THE MARK PROTOCOL BY YYY.
①THE NAME OF MARK PROVIDER : EC STORE CO. LTD.
②THE NAME OF REPRESENTATIVE : PRESIDENT YAMADA TARO
③POSTCODE : 100-0035
④ADDRESS : 3-2-2 MARUNOUCHI CHIYODAKU, TOKYO
⑤THE ADMITTED URL : http://www. ecstore. co. jp
YOU CAN ENSURE THE FACT ONLINE BY PRESSING [INQUIRY TO AUTHENTICATION SERVER] BUTTON.
OK
INQUIRY TO AUTHENTICATION SERVER
45
INFORMATION OF THE PROMOTER
46
41

FIG. 5

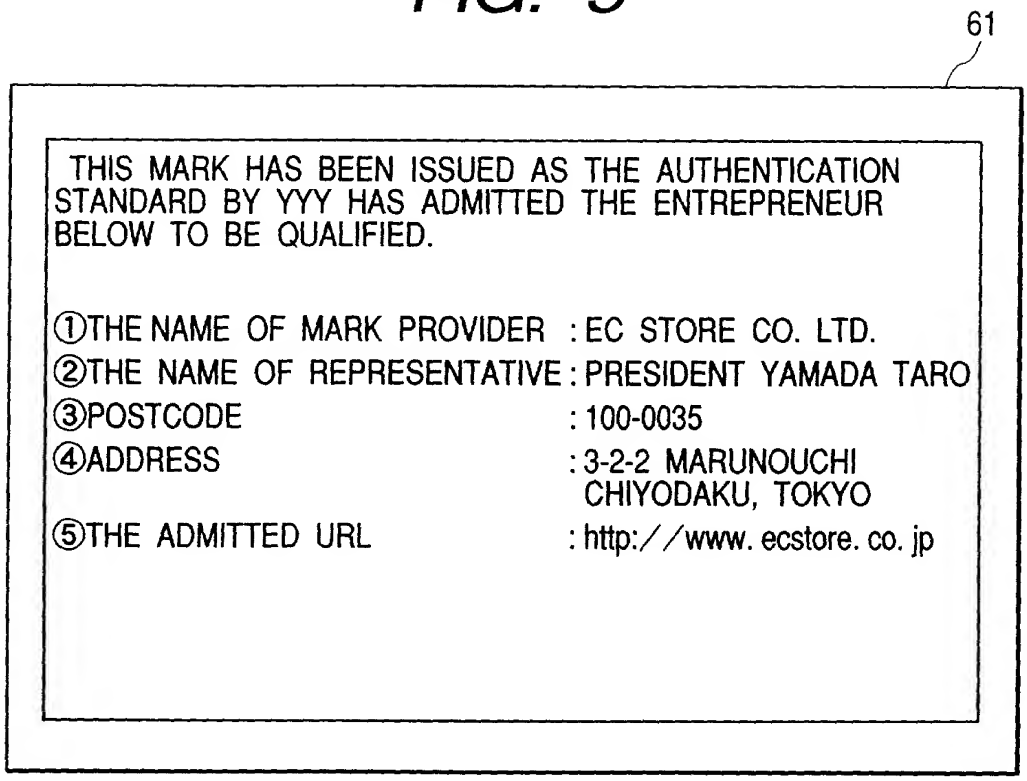
61
THIS MARK HAS BEEN ISSUED AS THE AUTHENTICATION STANDARD BY YYY HAS ADMITTED THE ENTREPRENEUR BELOW TO BE QUALIFIED.
①THE NAME OF MARK PROVIDER : EC STORE CO. LTD.
②THE NAME OF REPRESENTATIVE : PRESIDENT YAMADA TARO
③POSTCODE : 100-0035
④ADDRESS : 3-2-2 MARUNOUCHI CHIYODAKU, TOKYO
⑤THE ADMITTED URL : http://www. ecstore. co. jp

FIG. 6

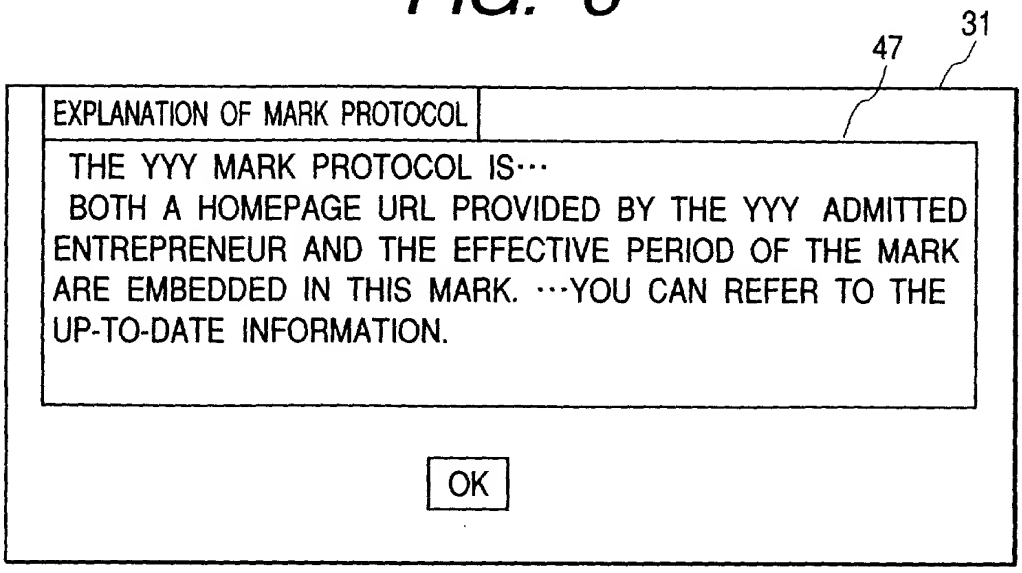
31
47
EXPLANATION OF MARK PROTOCOL
THE YYY MARK PROTOCOL IS…
BOTH A HOMEPAGE URL PROVIDED BY THE YYY ADMITTED ENTREPRENEUR AND THE EFFECTIVE PERIOD OF THE MARK ARE EMBEDDED IN THIS MARK. …YOU CAN REFER TO THE UP-TO-DATE INFORMATION.
OK

FIG. 7

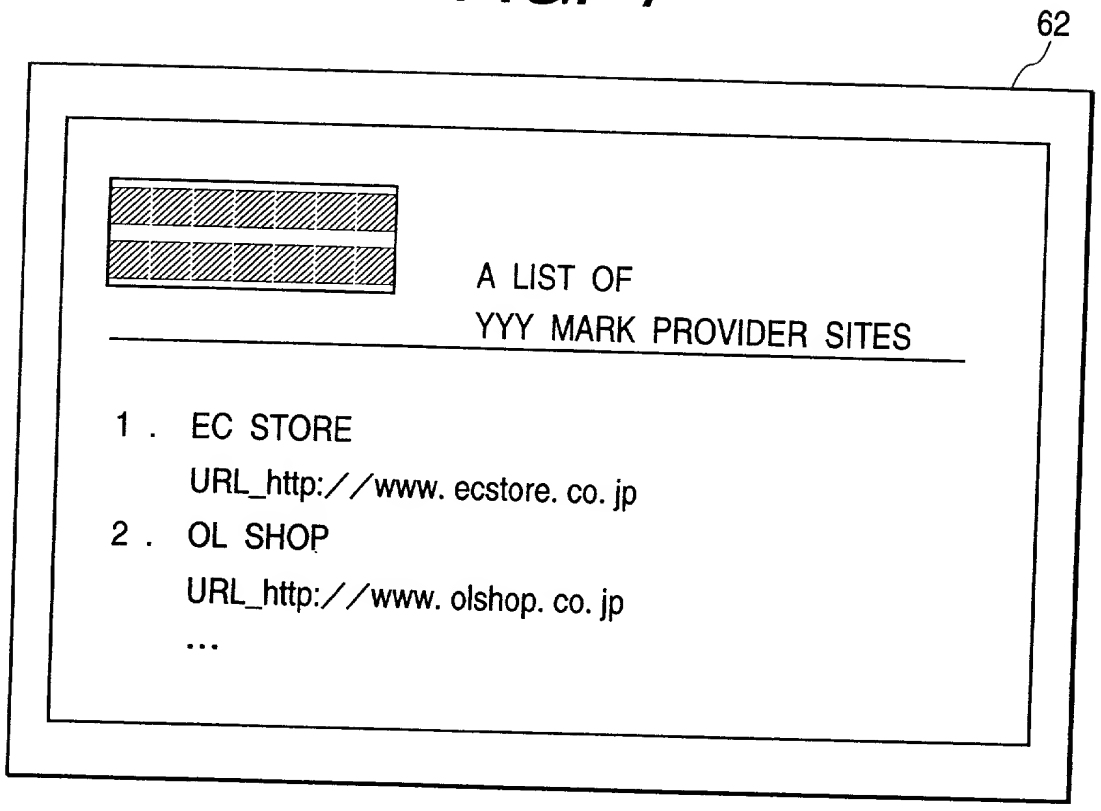
62
A LIST OF
YYY MARK PROVIDER SITES
1 . EC STORE
URL_http://www. ecstore. co. jp
2 . OL SHOP
URL_http://www. olshop. co. jp
...

FIG. 8

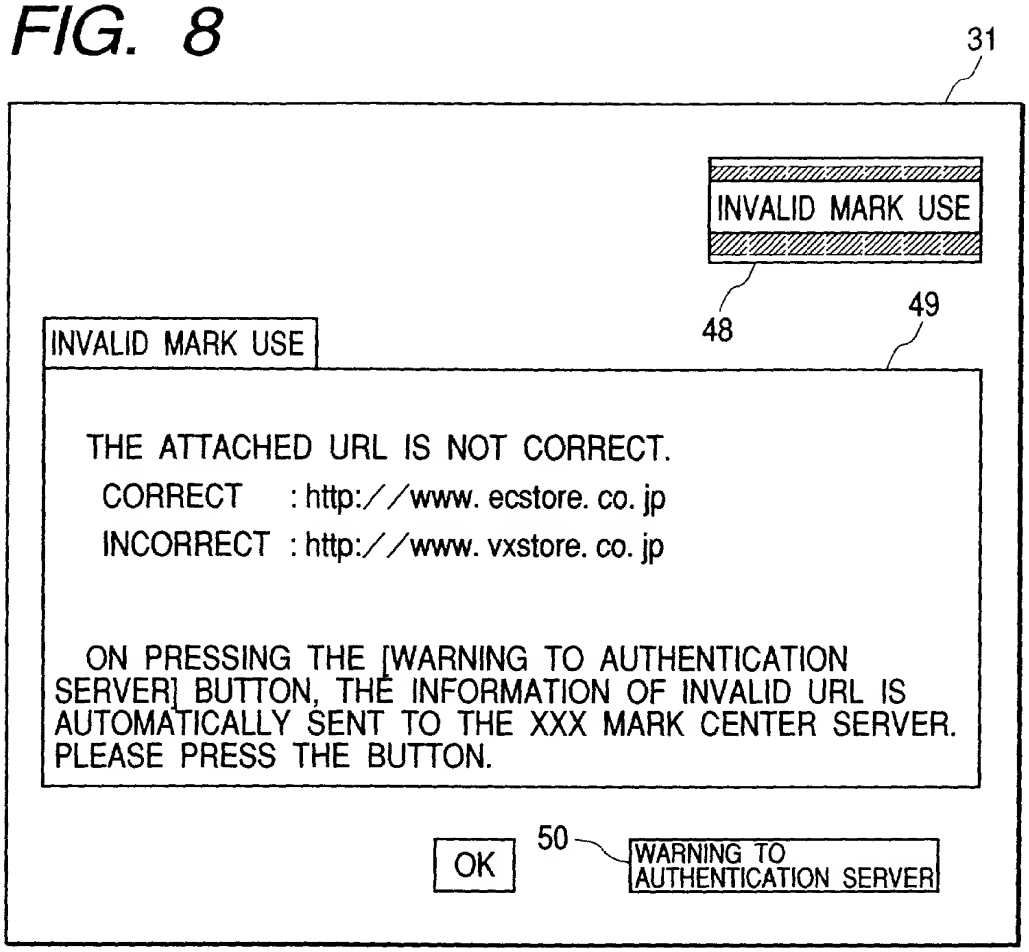
31
INVALID MARK USE
48
49
INVALID MARK USE
THE ATTACHED URL IS NOT CORRECT.
CORRECT : http://www. ecstore. co. jp
INCORRECT : http://www. vxstore. co. jp
ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON, THE INFORMATION OF INVALID URL IS AUTOMATICALLY SENT TO THE XXX MARK CENTER SERVER. PLEASE PRESS THE BUTTON.
OK
50
WARNING TO AUTHENTICATION SERVER

FIG. 9

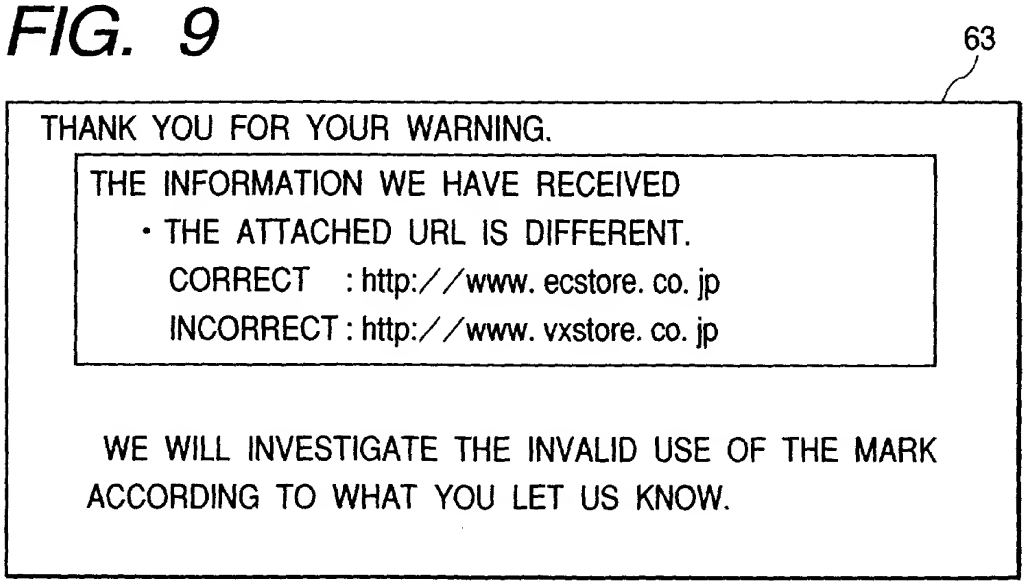
63
THANK YOU FOR YOUR WARNING.
THE INFORMATION WE HAVE RECEIVED
• THE ATTACHED URL IS DIFFERENT.
CORRECT : http://www. ecstore. co. jp
INCORRECT : http://www. vxstore. co. jp
WE WILL INVESTIGATE THE INVALID USE OF THE MARK ACCORDING TO WHAT YOU LET US KNOW.

FIG. 10A

CODE	DATA CLASS	DATA
D1	CHARACTER CODE	CHARACTER CODE
D2	OBJECT NATION CODE	NATION CODE
D3	NAME OF MARK ISSUER	NAME OF MARK ISSUER
D4	MARK ISSUER URL	MARK ISSUER URL
D5	NAME OF MARK PROMOTER	NAME OF MARK PROMOTER
D6	MARK PROMOTER URL	MARK PROMOTER URL
D7	INDIVIDUAL MARK ID	INDIVIDUAL MARK ID
D8	INITIALIZATION	DEFINITION ITEM OF MARK DISPLAY ACTION
		DEFINITION ITEM OF INITIAL ACTION
D9	DEFINITION OF MENU CONFIGURATION	NUMBER OF MENU ITEMS
		A LIST OF ACTION DEFINITION ITEMS
D10	DEFINITION OF MARK DISPLAY AFTER OFF-LINE AUTHENTICATION	NUMBER OF ACTIONS
		A LIST OF DEFINITION ITEMS OF MARK DISPLAY ACTION
D11	DEFINITION OF TEXT DISPLAY AFTER OFF-LINE AUTHENTICATION	NUMBER OF ACTIONS
		A LIST OF DEFINITION ITEMS OF TEXT DISPLAY ACTION
D12	ATTACHED URL	NUMBER OF ATTACHED URLS
		NOT OMISSIBLE PORTION OF ATTACHED URL
		OMISSIBLE PORTION OF ATTACHED URL

FIG. 10B

CODE	DATA CLASS	DATA
D13	ATTACHED IP ADDRESS INFORMATION	NUMBER OF ATTACHED IP ADDRESSES
		IP VERSION CODE OF SERVER IP ADDRESS ON ATTACHED PAGE
		IP ADDRESS DATA
D14	START OF MARK PERIOD	STARTING YEAR, MONTH, DAY, HOUR, MIN.
D15	END OF MARK PERIOD	ENDING YEAR, MONTH, DAY, HOUR, MIN.
D16	CHARACTERISTIC VALUE OF THE CONTENTS	CHARACTERISTIC VALUE
D17	AUTHENTICATION SERVER URL	URL
D18	ACTION FOR MOUSE HOVER	ACTION ITEM NUMBER
D19	ACTION FOR MOUSE LEAVE	ACTION ITEM NUMBER
D20	ACTION FOR PRESSING OF MOUSE LEFT BUTTON	ACTION ITEM NUMBER
D21	ACTION FOR PRESSING OF MOUSE RIGHT BUTTON	ACTION ITEM NUMBER
D22	ACTION DEFINITION	ACTION NAME
		ACTION CLASS CODE
		ACTION CLASS SPECIFIC DATA
D23	GENERAL PURPOSE INFORMATION OF IP ADDRESS	IP VERSION CODE
D24	GENERAL PURPOSE URL	URL
D25	TEXT	TEXT

EP 3 035 645 A1

FIG. 11A

CODE	ACTION CLASS	ACTION DATA
A1	MENU DISPLAY	NONE
A2	OFF-LINE AUTHENTICATION	DEFINITION ITEM OF MARK DISPLAY AFTER AUTHENTICATION
		DEFINITION ITEM OF TEXT DISPLAY AFTER AUTHENTICATION
A3	BALLOON DISPLAY	ITEM NUMBER OF DISPLAYED TEXT
A4	TEXT DISPLAY	ITEM NUMBER OF DISPLAYED TEXT
		NUMBER OF OBJECTS INSERTED IN THE TEXT
		OBJECT INFORMATION INSERTED IN THE TEXT
		NUMBER OF ADDITIONAL BUTTONS
		A LIST OF DEFINITION ITEMS OF ACTION FOR ADDITIONAL BUTTON
A5	Web PAGE DISPLAY	URL ITEM NUMBER
		ACTION ITEM NUMBER ON EXTINCTION OF LINK DESTINATION
A6	COMMUNICATIONS WITH SERVER	SERVER URL ITEM NUMBER
		REQUEST CLASS CODE
		RESPONSE PROCESSING CODE
A7	MARK DISPLAY	IMAGE EFFECT CODE
		SYNTHESIZED TEXT
		TEXT BODY COLOR CODE
		TEXT FRAME COLOR CODE
		FONT CODE

FIG. 11B

CODE	ACTION CLASS	ACTION DATA
A8	EXECUTION OF ADD-ON PROGRAM	PROGRAM DESCRIPTION BY SCRIPT
A9	LINK CHECK	GENERAL PURPOSE URL ITEM NUMBER
		ACTION ON OK ITEM NUMBER
		ACTION ON NG ITEM NUMBER

FIG. 12A

ITEM NO.	D CODE	DATA
1	D1	"JIS"
2	D2	"JP"
3	D3	"XXX MARK CENTER"
4	D4	"http://www. olmkcenter. or. jp"
5	D5	"YYY MARK HEADQUARTER CENTER"
6	D6	"http://www. olmkhq. or. jp"
7	D7	"9999-A00001-1-04"
8	D8	17|15
9	D9	3|18|19|20
10	D10	3|21|22|24
11	D11	3|26|23|25
12	D18	14
13	D20	16
14	D22	" "|A3|32
15	D22	" "|A2|10|0
16	D22	" "|A1

FIG. 12B

ITEM NO.	D CODE	DATA
17	D22	" "|A7|5|"IN AUTHENTICATION"|4|4|2
18	D22	"INFORMATION OF THE MARK PROVIDER"|A2|10|11
19	D22	"EXPLANATION OF MARK PROTOCOL"|A4|33|0|0
20	D22	"A LIST OF MARK PROVIDERS"|A5|30
21	D22	" "|A7|0|" "
22	D22	" "|A7|0|"INVALID MARK USE"|5|2|2
23	D22	"INVALID MARK USE"|A4|34|2|35|1|1|29
24	D22	" "|A7|0|"EXPIRATION OF EFFECTIVE PERIOD"|5|2|2
25	D22	"EXPIRATION OF EFFECTIVE PERIOD"|A4|36|2|37|S1|1|29
26	D22	" "|A4|38|5|39|40| 41|42|35|2|27|28
27	D22	"INQUIRY TO AUTHENTICATION SERVER"|A6|31|1|3
28	D22	"INFORMATION OF THE PROMOTER"|A5|6
29	D22	"WARNING TO AUTHENTICATION SERVER"|A6|31|2|4
30	D24	"http://www.ichiran.or.jp"
31	D17	"http://www.ninsho.or.jp"

FIG. 12C

ITEM NO.	D CODE	DATA
32	D25	"AUTHENTICATION INFORMATION IS DISPLAYED BY A CLICK."
33	D25	"THE YYY MARK PROTOCOL IS…YOU CAN REFER TO THE UP-TO-DATA INFORMATION"
34	D25	"THE ATTACHED URL IS NOT CORRECT. ¥n CORRECT : %E¥n INCORRECT : %s¥n ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON,…PLEASE PRESS THE BUTTON."
35	D13	1|"http://www. ecstore. co. jp/"|"index. html"
36	D25	"THE EFFECTIVE PERIOD OF THE MARK HAS EXPIRED. ¥n EFFECTIVE PERIOD : %T¥n CURRENT TIME : %U¥n ON PRESSING THE [WARNING TO AUTHENTICATION SERVER] BUTTON,…PLEASE PRESS THE BUTTON."
37	D15	"200104"

JP2003-050828A

FIG. 12D

ITEM NO.	D CODE	DATA
38	D25	"THE ENTREPRENEUR WHO UTILIZES THIS MARK HAS BEEN ADMITTED TO QUALIFY FOR UTILIZING THE AUTHENTICATION MARK BASED ON THE STANDARD OF THE MARK PROTOCOL BY YYY. ¥n ¥n ①THE NAME OF MARK PROVIDER : %E¥n ②THE NAME OF REPRESENTATIVE: %E¥n ③POSTCODE : %E¥n ④ADDRESS : %E¥n ⑤THE ADMITTED URL : %E¥n ¥n YOU CAN ENSURE THE FACT ONLINE BY PRESSING [INQUIRY TO AUTHENTICATION SERVER] BUTTON."
39	D25	"EC STORE CO. LTD."
40	D25	"PRESIDENT YAMADA TARO"
41	D25	"100-0035"
42	D25	"3-2-2 MARUNOUCHI CHIYODAKU, TOKYO"

FIG. 12E

ITEM NO.	D CODE	DATA
1	D22	"A LIST OF MARK PROVIDERS"|A5|2|0
2	D24	"http://www.ichiran.or.jp"
3	D8	0|4
4	D22	" "|A9|2|5|6
5	D22	" "|A7|0|"OK"
6	D22	" "|A7|0|"NG"

FIG. 12F

ITEM NO.	D CODE	DATA
1	D18	2
2	D22	" "|A8|<Script=… • • • DESCRIPTION OF PROCESSING BY SCRIPT • • • >"

FIG. 13A

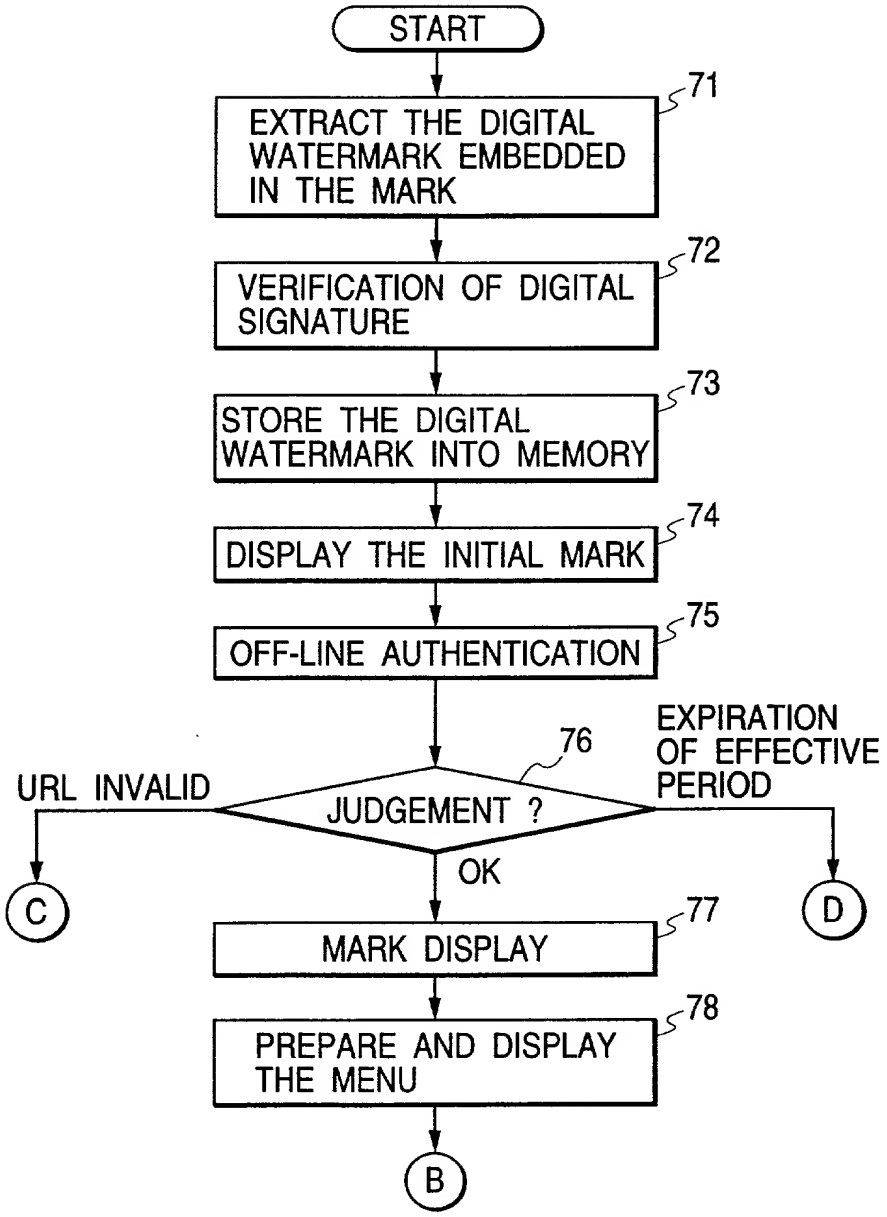
START
EXTRACT THE DIGITAL WATERMARK EMBEDDED IN THE MARK
71
VERIFICATION OF DIGITAL SIGNATURE
72
STORE THE DIGITAL WATERMARK INTO MEMORY
73
DISPLAY THE INITIAL MARK
74
OFF-LINE AUTHENTICATION
75
JUDGEMENT ?
76
URL INVALID
EXPIRATION OF EFFECTIVE PERIOD
OK
C
D
MARK DISPLAY
77
PREPARE AND DISPLAY THE MENU
78
B

FIG. 13B

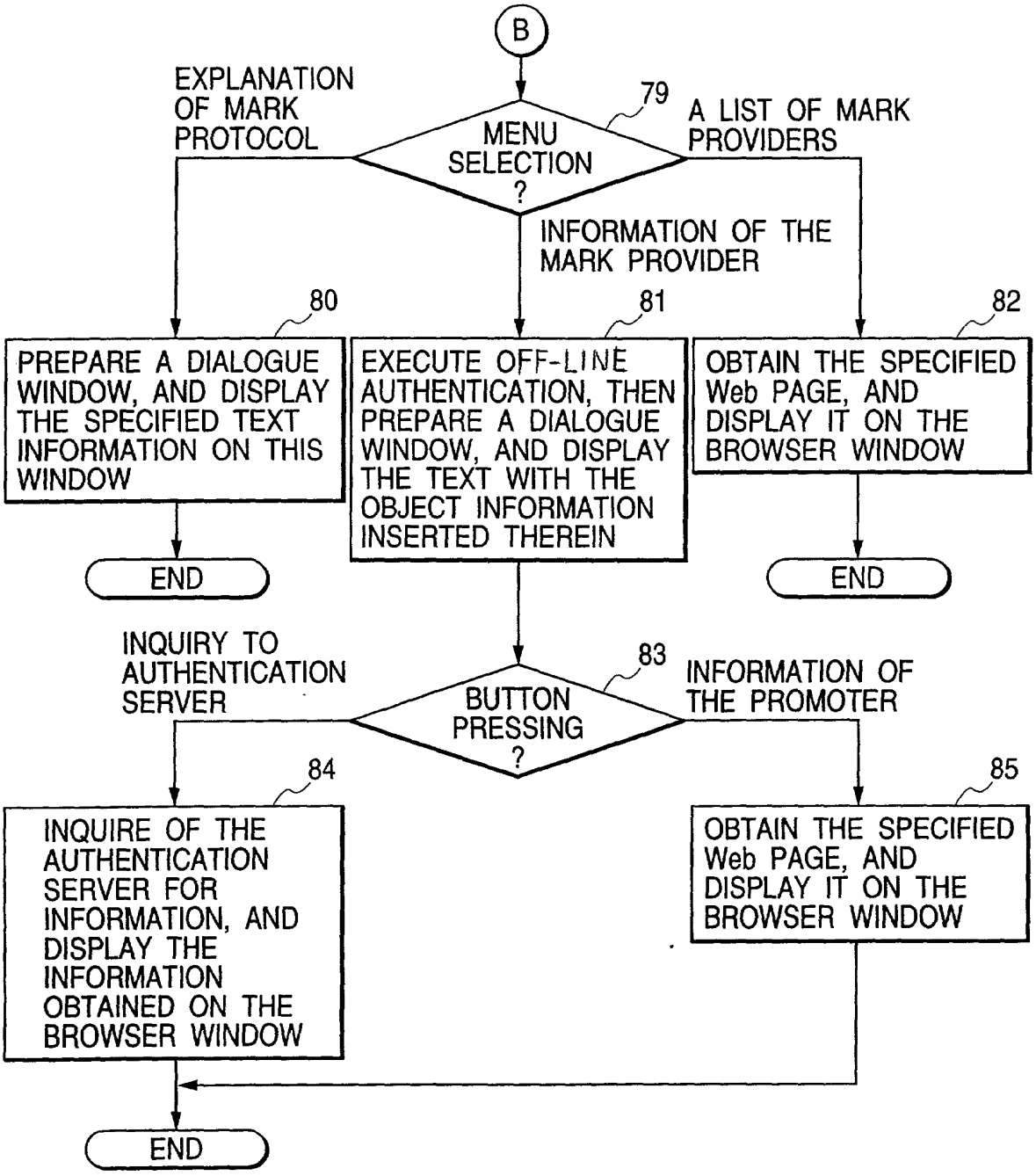
B
EXPLANATION OF MARK PROTOCOL
MENU SELECTION ?
79
A LIST OF MARK PROVIDERS
INFORMATION OF THE MARK PROVIDER
80
81
82
PREPARE A DIALOGUE WINDOW, AND DISPLAY THE SPECIFIED TEXT INFORMATION ON THIS WINDOW
EXECUTE OFF-LINE AUTHENTICATION, THEN PREPARE A DIALOGUE WINDOW, AND DISPLAY THE TEXT WITH THE OBJECT INFORMATION INSERTED THEREIN
OBTAIN THE SPECIFIED Web PAGE, AND DISPLAY IT ON THE BROWSER WINDOW
END
END
INQUIRY TO AUTHENTICATION SERVER
BUTTON PRESSING ?
83
INFORMATION OF THE PROMOTER
84
85
INQUIRE OF THE AUTHENTICATION SERVER FOR INFORMATION, AND DISPLAY THE INFORMATION OBTAINED ON THE BROWSER WINDOW
OBTAIN THE SPECIFIED Web PAGE, AND DISPLAY IT ON THE BROWSER WINDOW
END

FIG. 13C

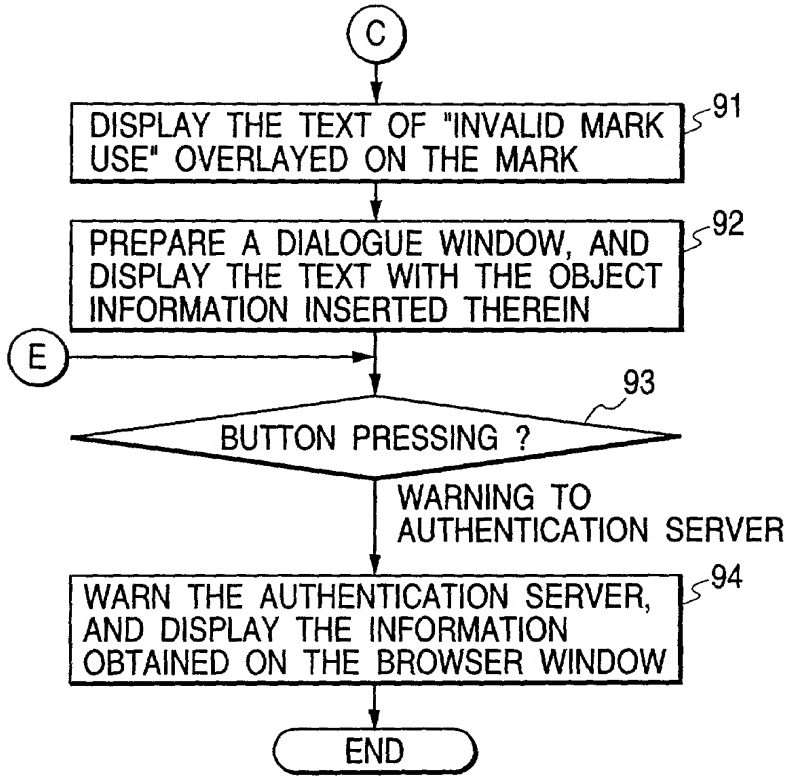
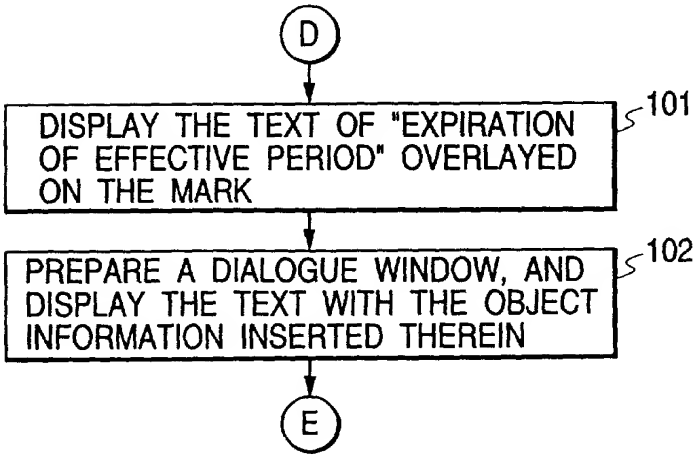
FIG. 13D